



2022 #VaccinatePasadena Video Contest Official Rules

Please review these 2022 #VaccinatePasadena Video Contest Official Rules (“Official Rules”) before entering the contest. Minors must obtain the consent of their parent or legal guardian to enter the contest. All people who appear in the video or involved in the video production (including people ages 18+) must submit a signed consent/waiver form.

Contest Description

With individuals 5 years and older eligible to receive vaccines to protect against COVID-19, the 2022 #VaccinatePasadena Video Contest aims to create a student-driven social movement around getting vaccinated against COVID-19. The #VaccinatePasadena Video Contest spotlights the benefits of choosing vaccination, crushing harmful myths, and promoting an open dialogue about COVID-19 and vaccines through the sharing of COVID-19 vaccination experiences on social media platforms.

The Pasadena Public Health Department (PPHD) is hosting the 2022 #VaccinatePasadena Video Contest for students ages 4-24 years attending school in the City of Pasadena. PPHD is looking for students to submit an art drawing or video (30 – 60 seconds) directed at their community to address vaccine misinformation and normalize COVID-19 vaccination. Please see the Official Rules below for more details regarding age eligibility and contest submission guidelines.

Who Can Enter

The contest is open to all Pasadena students currently enrolled in Transitional Kindergarten (minimum of 4 years old) – collegiate level (up until the age of 24). Students do not need to live in the City of Pasadena to participate, but they must be a student at a school located within the City of Pasadena. PUSD schools located in Altadena and Sierra Madre are eligible.

Contest Entries

- Contest submissions are to come from teams of one (1) to five (5) students.
- Each team must submit an entry form. Only submit one entry per team.
- There is no limit to the number of entries submitted from one school. Videos can also be submitted by school organizations, such as clubs and sports teams.
- Only the students listed on the team’s entry form will be eligible for prizes.

Contest Period

A complete entry must be received by Tuesday, March 15, 2022 by 11:59 p.m. A complete entry is marked by submitting: 1) contest entry form; 2) signed student/participant consent form(s) emailed to vaxvideo@cityofpasadena.net; 3) artwork or video submission to vaxvideo@cityofpasadena.net; 4) videos posted on Instagram or TikTok using the hashtag #VaccinatePasadena by **Tuesday, March 15, 2022 by 11:59 p.m.** Entries posted after this deadline will not be accepted.

Binding Agreement

Submission of an entry in the contest requires that everyone involved in the production of the video agree to all the terms and conditions set forth in these Official Rules. Acceptance of these Official Rules forms a binding agreement between each such individual and the City of Pasadena.

How to Enter

- 1) Each team must submit each of the following by Tuesday, March 15, 2022, at 11:59 p.m.:
 - a) Completed online [Contest Entry Form](#)
 - b) Signed [Student Consent Form and Participant Waiver](#) emailed to: vaxvideo@cityofpasadena.net
 - c) One of the following contest submissions:
 - i) A piece of artwork no larger than 9 x 12" (TK-5th grade option only) OR
 - ii) A 30-60 second video. The video size should not exceed 300MB for uploads. Original video files must be in .MP4 .MPEG, .MOV, .AVI, or .WMV format (.MP4 is preferred)
 - (1) Each video entry should be uploaded to Instagram and/or TikTok (using the team's own Instagram and/or TikTok channel) and comply with the terms and conditions of using Instagram found at <https://help.instagram.com/581066165581870> and/or TikTok found at <https://www.tiktok.com/legal/terms-of-service?lang=en>.
 - (2) The final original video file must be uploaded to an electronic file sharing site, such as Dropbox, Google Drive, or WeTransfer and the link emailed to vaxvideo@cityofpasadena.net. For assistance on uploading files, visit <https://www.cityofpasadena.net/public-health/wp-content/uploads/sites/32/Instructions-for-File-Upload.pdf>.
 - (3) All content in videos, including but not limited to pictures and video, must be the team's original creation and not infringe upon any third party's personal or proprietary rights.
 - (4) Each team member and ALL people/actors who appear in video or are involved in video production:
 - (a) If under 18 years of age, the minor must also have their parent or legal guardian sign the consent form
 - (b) If 18 years of age and older, the individual may sign the consent form on their own behalf
- 2) It is the responsibility of the team to make sure the required documents and files are submitted to the City of Pasadena on time.
 - a) The City of Pasadena is not responsible for lost or stolen items.
 - b) Once the entry has been received by the City of Pasadena, the video submission is final and cannot be modified.

Winner Selection

There will be 1st, 2nd, and 3rd place winners within several award categories for video submissions, separated by grade: TK to 5th graders, 6th to 8th graders, 9th to 12th graders and collegiate students up until the age of 24. There will be one additional category for our youngest students in grades TK to 5th grade, who may submit an art drawing, no larger than 9" x 12".

Winning teams in each category will receive an award, plus up to a \$500 gift card for each school with a 1st place winner. Entries will be judged by a panel based on effectiveness of the message, quality, originality or creativity, and reach. Judges will be selected by the City of Pasadena. All decisions are final and binding. Entries will be judged on the following:

1. Effectiveness of the Message

Does the video inform the Pasadena community about the importance of COVID-19 vaccination? Some of these practices can include, but are not limited to, addressing any barriers to getting vaccinated and countering misinformation, or discussing the benefits of becoming vaccinated/boosted to oneself, their family, their peers, and the larger community.

2. Quality

Is the submission thoughtful, organized, and well-planned? Does the performance show skill and practice?

3. Originality/Creativity

Does the content showcase the creators' creativity? Is the video unique compared to other campaigns and Public Service Announcements (PSAs)? Is there a unique point of view? Does it stand out from the crowd? Is the video engaging for a variety of audiences?

4. Reach

The reach of the video is determined by the number of views of Instagram and TikTok that the video has before Tuesday, March 15, 2022 at 11:59 p.m. We strongly encourage students to share the video across social media using the hashtag #VaccinatePasadena to boost views and engage their peers.

Awards

Gift card prizes will be awarded to the top three winning teams per grade for each of the four categories of TK to 5th graders, 6th to 8th graders, 9th to 12th graders and collegiate students up until the age of 24 in the following format:

	TK-5 th Grade Awards Art Contest (36)	TK-5 th Grade Awards Video Contest (36)
First Place	\$100	\$550
Second Place	\$75	\$300
Third Place	\$50	\$150

TK/K submissions will be combined into one grade level

	6-8 th Grade Awards Video Contest (9)	9-12 th Grade Awards Video Contest (12)	Collegiate Awards Video Contest (3)
First Place	\$550	\$550	\$1,500
Second Place	\$300	\$300	\$1,000
Third Place	\$150	\$150	\$500

Division of awards will be done at the discretion of team members. The City of Pasadena is not responsible for individual distribution of awards among winning team members. If awarded, teams must designate one adult over the age of 18 to pick up the award from the Pasadena Public Health Department.

Additional Awards:

• **School Award (20)**

For 1st place winning teams in each competing grade, the winner’s school will be awarded up to \$500 for their organization. For teams with representation across schools/grades, each team will need to select a school/grade for award distribution. **Schools may only receive one (1) \$500 School Award.** Additional awards may be available at the discretion of the City of Pasadena dependent upon community participation in the 2022 #VaccinatePasadena Video Contest.

• **Special Outreach Recognitions**

\$100 will be awarded to students and schools recognized for special outreach efforts as determined at the discretion of Pasadena Public Health Department.

Awards will be made available within 90 days of the winner announcement.

Winner Notification

Students of each winning team will be notified by email no later than Friday, March 4, 2022.

A virtual awards ceremony for the 2022 #VaccinatePasadena Video Contest will be held at a date to be announced on the contest website. Family, friends, and school faculty are encouraged to watch.

Additional Rules

1. The City of Pasadena is not responsible for lost, late, destroyed, incomplete, unreadable, corrupted, or misdirected entries; Internet malfunction; server unavailability; or computer malfunction.
2. By participating in the contest, participants agree to be bound by the decisions of the City of Pasadena. The City of Pasadena reserves the right to disqualify any submissions (a) depicting graphic sexual activity, (b) depicting anyone who has not signed a consent form, (c) depicting the drinking of alcohol, (d) depicting the use of tobacco or other drug products or firearms/weapons, (e) depicting any activities that may appear unsafe or dangerous or any behavior which would be illegal if committed by a person under 18 years of age, (f) containing content deemed by the City of Pasadena, in their sole and absolute discretion, to be obscene, offensive, slanderous, or contrary to public health. Any false information provided within the context of the contest by any participant may result in elimination of the entry from the contest. The City of Pasadena also reserves the right to disqualify any entry that they suspect infringes or violates the rights of any third party, does not comply with the Official Rules, or violates applicable federal, state, or local laws. The City of Pasadena may refuse to award any prize to a person who has violated any Contest Rule, gained an unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The City of Pasadena will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules of the contest and the City of Pasadena decisions concerning such disputes **shall be final**. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference, or any event beyond the control of the City of Pasadena, the City of Pasadena reserves the right to terminate this contest or make such other decisions regarding the outcome as the City of Pasadena deems appropriate. All decisions made by the City of Pasadena are deemed final. The City of Pasadena may waive any of these rules in their sole and absolute discretion.
3. The City of Pasadena reserves the right, in their sole and absolute discretion, to modify, withdraw, suspend, or terminate this contest at any time and for any reason without prior notice.
4. By participating in the contest, each individual involved in the production of the video authorizes the use, without additional compensation, of his or her or their name, age, likeness, voice and/or municipality of residence in any manner and in any medium (including, without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet; and picture date storage) that the City of Pasadena may deem appropriate for purposes of promoting and encouraging community COVID-19 vaccination.
5. Videos may also not use the name or logo of the Pasadena Public Health Department, City of Pasadena, or any other organization without their express, written consent.
6. Employees of the Pasadena Public Health Department and their immediate families are not eligible to participate in the contest.
7. The City of Pasadena may waive any of these rules in its sole and absolute discretion.

Intellectual Property Rights

1. By submitting an entry, each individual participating in the contest thereby grants to the City of Pasadena an irrevocable, perpetual, and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish, and otherwise make use of the entry in any and all media, whether now known or hereinafter created, for the purpose of promoting COVID-19 education or any other lawful purpose.
2. By submitting an entry, the individuals participating in the contest thereby represent and warrant that neither the submitted work nor any portion thereof shall infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party.

Waiver of Liability and Agreement to Indemnify

By submitting an entry, each individual participating in the contest, and each of their respective heirs, successors and assigns (each a "Contest Participant") waives, releases, forever discharges, and covenants not to make a claim against or sue the City of Pasadena or any of its employees, agents, officers, directors, or representatives (collectively, the "Hosts") for any claim, liability, loss, injury or damage arising out of, or in connection with the entry, The 2022 #VaccinatePasadena Video Contest, or use of the entry for any purpose described herein. Contest Participants agree to indemnify and hold harmless the City of Pasadena from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys' fees) and expenses arising out of or in connection with Contest Participants' participation in the Contest.